HOW DESIGN LIVE

JUNE 21-25 • 2012 BOSTON

## Friday, June 22nd, 2012

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| 8:00 am - 12:00 pm | **Studio Tour AM - Extra Fee Required** | | | |
| 8:30 am - 6:30 pm | **Stock Photography Expo** | | | |
| 9:00 am - 12:00 pm | **Workshop: Make A World: Solving Design Challenges Through Games - Extra Fee Required**<br>Sunni Brown, Owner / Creative Director, sunnibrown.com | **Workshop: From Passion to Profit - Extra Fee Required**<br>Peleg Top | **Workshop: Anatomy of a Logo: Creating Effective Design Under a Looming Deadline - Extra Fee Required**<br>Von Glitschka, Illustrative Designer, Glitschka Studios | **Workshop: Effective Brainstorming For Designers - Extra Fee Required**<br>David Sherwin, Principal Designer, frog |
| 1:00 pm - 5:00 pm | **Studio Tour PM - Extra Fee Required** | | | |
| 2:00 pm - 3:00 pm | **1. Design Matters Live: Debbie Millman Interviews Brian Collins - DPDC**<br>Debbie Millman, President, Design, Sterling Brands<br>Brian Collins, COLLINS | | | |
| 2:00 pm - 5:00 pm | **Workshop: Change the Way You Think About Type**<br>Dr. Shelley Gruendler, Founding Director, Type Camp International, Inc. | **Workshop: Brand Development**<br>David Holston, Director of Online Communication, Georgia Institute of Technology | **Workshop: Making Strategy a Valuable Part of Your Process**<br>Rochelle Seltzer, Principal, Rochelle Seltzer :: Design Strategy | **Workshop: Escape the Tri-Fold Funk**<br>Trish Witkowski, Chief Folding Fanatic, foldfactory.com |
| 3:15 pm - 4:15 pm | **2. The Dieline Package Design Awards 2012 - DPDC** | | | |

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| 4:30 pm - 4:50 pm | **3. Best of Show: The Dieline Package Design Awards - DPDC** |
| 4:30 pm - 6:30 pm | **Networking Kickoff Sponsored by The Creative Group - HDC, IHMC, CFC, DPDC** |
| 6:30 pm - 8:00 pm | **1. Opening Keynote: Coltrane, Concord, Cool Kids and Other Creative Choices - HDC, IHMC, CFC, DPDC**<br>Sam Harrison, Words-Ideas-Action |

## Saturday, June 23rd, 2012

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| 8:00 am - 8:50 am | **Continental Breakfast in the Exhibit Hall - DPDC** |
| 9:00 am - 9:45 am | **4. Rethinking Design Thinking - DPDC**<br>Rob Wallace, Managing Partner, Wallace Church, Inc. |
| 9:55 am - 10:25 am | **5. At What Price Does Good Design Become Great? - DPDC**<br>Jackie DeLise, Vice President, New Business Development, HMS Design |
| 10:35 am - 11:20 am | **6. A Weird and Wonderful Odditorium of the Curious, Risky and Creative World of Pearlfisher - DPDC**<br>Jonathan Ford, Creative Partner, Pearlfisher |
| 11:30 am - 12:00 pm | **7. Private Brand Package Design: The In-House Perspective - DPDC**<br>Alex Blake, Project Manager - Graphic Designer, The Fresh Market<br>Andy Kurtts, The Fresh Market |
| 12:00 pm - 2:00 pm | **Lunch On Your Own / Expo Open - DPDC** |
| 2:00 pm - 2:45 pm | **8. Design Death Match - It's Your Design Versus Your Life - DPDC**<br>Steve Cullen, Design and Creative Director, Creature |
| 3:00 pm - 3:45 pm | **9. The Future of Do-It-Yourself: Just Add Water - DPDC**<br>Kristin Heist, Senior Design Strategist, Continuum<br>Heather Reavey, Principal Strategist, Continuum |
| 4:00 pm - 4:45 pm | **10. Getting Over Your Douche-Bag(gage): Lessons From Summer's Eve and Other Brands That Have Shed Their Baggage - DPDC**<br>Angela Bryant, Director U.S. Marketing - Femenine Care, Fleet Laboratories, Inc.<br>John Nunziato, Creative Director, Little Big Brands |

## Sunday, June 24th, 2012

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| 8:00 am - 8:50 am | **Continental Breakfast in the Exhibit Hall - DPDC** |
| 9:00 am - 9:45 am | **11. Breaking Down Walls: Co-Creation with Consumers - DPDC**<br>DeeDee Gordon, Sterling Brands |
| 9:55 am - 10:25 am | **12. Small Budget, Big Impact - DPDC**<br>Yael Miller, Principal, Miller Creative, LLC |
| 10:35 am - 11:20 am | **13. Brands: It's Not You, It's Us. - DPDC**<br>Dan Formosa, Smart Design |

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| 11:30 am - 12:00 pm | **14. The Ins and Outs of Print Production - DPDC**<br>Brennan Higgins, Account Director, CBX |
| 12:00 pm - 2:00 pm | **Lunch On Your Own / Expo Open OR Lunch with a Dieline Speaker for an additional fee - DPDC** |
| 2:00 pm - 2:45 pm | **15. Hatchlings: The Power of Developing Your Own Brands - DPDC**<br>Katie Jain, Co-Founder and Creative Director, Hatch Design<br>Joel Templin, Co-Founder, Creative Director, Hatch Design |
| 3:00 pm - 3:45 pm | **16. What Women Want to See, Feel and Understand about Brand Packaging - DPDC**<br>Terri Goldstein, Principal and Founder, The Goldstein Group |
| 4:00 pm - 4:45 pm | **17. Designing the Future - DPDC**<br>Lee Maschmeyer, Partner and Creative Director, COLLINS |
| 4:30 pm - 7:30 pm | **Design School Expo - HDC, DPDC** |
| 6:00 pm - 7:30 pm | **Portfolio Review Sponsored by The Creative Group - HDC, DPDC** |
| 9:00 pm - 12:00 am | **Closing Reception Sponsored by Neenah Paper - HDC, DPDC** |

## Monday, June 25th, 2012

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| 8:30 am - 9:30 am | **Continental Breakfast / Breakfast Roundtables - HDC, DPDC** | |
| 9:45 am - 11:00 am | **36. Matters of Wonder - HDC, DPDC**<br>Justin Ahrens, Creative Director, Rule29 Creative | **37. How Print Design Is the Future of Interaction - HDC, DPDC**<br>Mike Kruzeniski, Creative Director, Microsoft |
| 11:15 am - 12:30 pm | **38. Closing Keynote: Release Your Brilliance - HDC, DPDC**<br>Simon T. Bailey, Chief Brillionaire, Brilliance Institute, Inc. | |